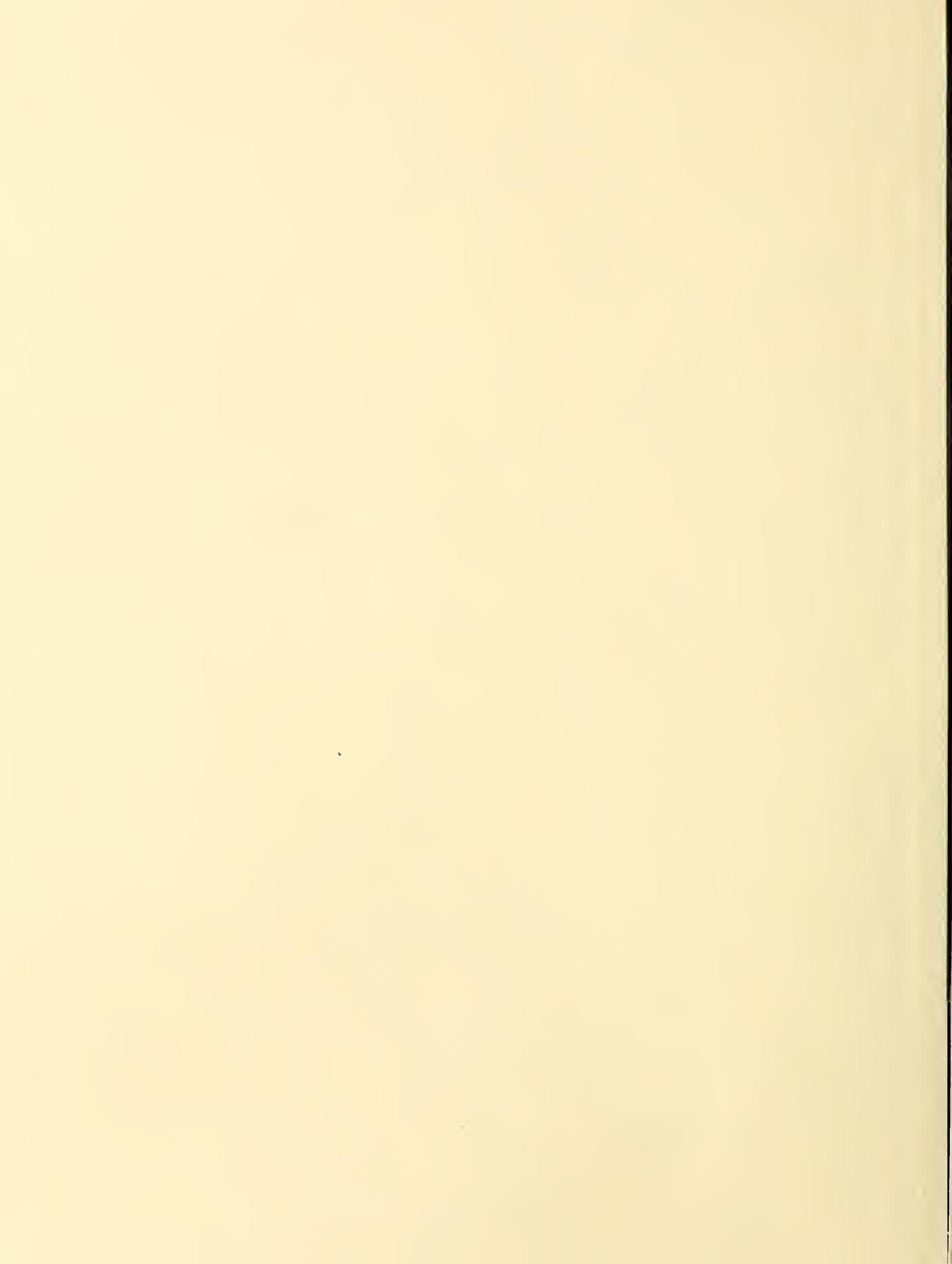


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Newsletter



OFFICE FOR FOOD AND FEED CONSERVATION
U. S. DEPARTMENT OF AGRICULTURE

CLINTON P. ANDERSON, Secretary of Agriculture
CHARLES F. BRANNAN, Director

SPECIAL PROGRAM EDITION

No. 16 April 24, 1948



The Department of Agriculture has set in motion a new food conservation program for consumers. Your cooperation in effectuating this program, as a means of combating hunger abroad and inflation at home, is vitally needed.

This edition of the Newsletter attempts to outline the new program. It contemplates four types of cooperation as follows:

(1) Consumer Participation

Practical ways of stretching the food dollar and conserving food for export are suggested in a new menu and recipe booklet, "Money-Saving Main Dishes." This 48-page food guide contains more than 150 recipes, with suggestions for well-rounded meals, to provide homemakers with nutritionally-safe ways of saving both food and money. The booklet will implement five suggestions to homemakers for meeting the problems of food scarcities and inflated prices. These are:

- (a) Feed your family well, nutritionally. At the same time, make a food budget.
- (b) Use plentiful foods instead of scarce ones. This will also help save scarce grain for feeding Western Europe.
- (c) Use food alternates wisely. There are good alternates for high priced foods - with just as much food value. By eating meat alternates at least one day a week, whether at home or in a restaurant, consumers will help stretch our shrinking meat supplies and save money. In addition, it's advisable to use economy cuts of meat as alternates for the more expensive cuts.
- (d) Serve dishes that extend scarce foods and save money.
- (e) Get your money's worth from the food you buy. Store food the way it keeps best and save fats. And use "held-overs" to add flavor and variety to other meals.

(2) PUBLIC FEEDING INDUSTRY

The contribution of the national public feeding industry will take three forms:

(a) The industry will call the food conservation program to the attention of those who eat out.

(b) The selection of foods by consumers will be directed toward a nutritionally sound diet at reasonable prices by emphasizing the use of more plentiful foods instead of scarce foods.

(c) The industry will intensify its practices which tend to conserve food buying, storing, serving, handling and eliminating waste.

The public feeding industry has agreed to participate with the Department of Agriculture in the new program.

(3) RETAIL FOODSTORES

Retail foodstores will help to promote the consumption of seasonally abundant foods through the use of a new marketing device. A symbol will be used to identify for consumers, at the point of purchase, those nutritional foods which are relatively abundant.

The industry also will help to promote the distribution of the new booklet, "Money-Saving Main Dishes". To place the book in the hands of consumers, the retail stores in York and Lancaster, Pennsylvania, will test distribution methods. The book will be distributed progressively through selected regions of the country.

(4) GARDENING AND HOME FOOD PRESERVATION

In continuing its home garden and home food preservation program, the Department of Agriculture asks gardeners to get more from their gardens and to waste nothing. It suggests that home gardeners will help to insure home food supplies by preserving the excess production of their own gardens as well as the production from commercial growers.

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In line with the above program the Department of Agriculture has rescinded Meatless Tuesdays, effective immediately, and consumers are asked to observe one meatless day a week of their own choice. The public feeding industry will foster the practice of a meatless day by offering other attractive main dishes, using alternate foods for meat.

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A final word about the booklet, "Money-Saving Main Dishes". The recipes in this book - as a regular guide to economical, nutritious meals - can reduce your food bills, perhaps as much as a third in meat alone. We believe that this book will be a valuable asset in the fight against inflation and hunger. Under separate cover we are sending you a copy of the book with the suggestion that you enlist the cooperation of homemakers in its use as an aid to the family budget and the conservation of food to fight for democracy.

WASHINGTON ROUNDUP

The United States Chamber of Commerce will devote a 15-minute dramatized broadcast to food conservation. Entitled "Food Fights for Freedom," this dramatization will use as a central theme the fine work being accomplished in the field of food conservation by Mrs. Mildred Galloway of the Memphis (Tenn.) Citizens Food Committee. The Office for Food and Feed Conservation collaborated with the Chamber of Commerce on this program.

The program will star Madeleine Carroll in the role of Mrs. Galloway, Herbert Marshall and Adolphe Menjou. It will be broadcast over the coast to coast network of the American Broadcasting Company Tuesday, April 27, at 10:30 P.M., E.S.T.

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Norris E. Dodd, Under Secretary of Agriculture, has been elected Director-General of the Food and Agriculture Organization of the United Nations. He will succeed the Organization's first Director-General, Sir John Boyd Orr of Scotland.

Accepting the post of Director-General, Mr. Dodd declared:

"Both history, and the daily newspaper impress upon us that the lack of secure and sufficient food supply underlies human suffering, unrest, disorder and warfare. Freedom from want is certainly the most fundamental of the freedoms which mankind demands, and the most elemental want is certainly hunger."

Concluding his remarks, Mr. Dodd said: "I do not say that food alone will bring order, decency and peace into the world. But I do believe that there can be no peace in a hungry world."

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We have a preliminary report on rat control that we'd like to pass on to you. As you know, the Office for Food and Feed Conservation is engaged in an intensive campaign to minimize the damage to grain caused by rats. Some excerpts from recent State Extension Service reports:

Pennsylvania -- Over 1,000 dead rats picked up at one farm and hauled away in a tractor trailer wagon is tops in reports of Snyder County's rat control committeemen. Rat control work in Pennsylvania has covered 33 counties.

Indiana -- Thirty-four of 92 counties have conducted rat-control campaigns since last fall. It is the opinion in Indiana that, if there were assurance of the availability of sufficient bait, enough support could be enlisted to bait the rats on 100,000 Indiana farms next fall.

Virginia -- About 34 counties have conducted rat-poisoning campaigns between October 1, 1947 and April 15, 1948.

Rhode Island -- Material is being prepared for a series of postal cards on rat control. These will be mailed to general lists several times during the year. They will stress long time control rather than a large-scale baiting campaign.

Idaho -- Control activities for rats have been conducted in five counties during the past winter. Handicaps for the control of rats are mostly due to the lack of proper sanitation, garbage disposal and rat-proofing of buildings.

Maryland -- Rat Death Week in March was just the beginning of an intensive war on this expensive enemy. Maryland is aware of the fact that, if there is no follow-up campaign of trash removal and ratproofing, rats will multiply to their original numbers within a year.

Michigan -- During the first month of a two-month campaign, the cities of Battle Creek, Monroe, Ypsilanti, Lansing, and Port Huron have waged war against rats. These city campaigns have been conducted with the cooperation of the U. S. Department of Interior's Fish and Wildlife Service.

HUNGER ABROAD

In a broadcast appeal for support of Catholic Charities, Cardinal Spellman of New York, gave this graphic eyewitness account of hunger abroad:

"In nearly every country I have watched streaming, staggering lines of the starving, shelterless and clotheless; aged men, agonizing women, tiny shrunken babies. With sorrow, pity and prayer I saw the children, blighted, broken and bereft. These are the penalties and pawns of war."

We will keep you informed on events in Washington and the programs of local committees and organizations. We welcome your suggestions and invite you to send us news of your activities in the voluntary food and feed conservation program.